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TITLE: ADVERTISEMENT SELECTION SYSTEM BY VIEWER
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INVENTOR-INFORMATION:

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ABSTRACT:

PROBLEM TO BE SOLVED: To provide an information processing system that can enhance the fiduciary relationship to advertisement senders by excluding those undesired by viewers among advertisements attended with contents providing/distribution services or the like.

SOLUTION: Advertisements desirably rejected by viewers are stored in a database according to the designation of phrases used for the advertisements. A plurality of the advertisements attended with the contents providing distribution services or the like is prepared, and in the case of transmitting contents of an advertisement, phrases used for the advertisement are collated with those in the database before the transmission and then the advertisement without the phrases designated as conditions for

rejecting its
reception is transmitted.

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